



# College Graduates with Communication Degrees Have the Knowledge and Skills Employers Need

## Employers agree—*strong communication skills are critical in the contemporary workplace.*

When responding to the National Association of Colleges and Employers' (NACE) Job Outlook 2015 survey, employers identified the ability to verbally communicate with others inside and outside the organization and the ability to create and or/edit written reports as among the top ten skills they seek when hiring new college graduates.

### **ACCORDING TO NACE SURVEY RESPONDENTS:**

*"You need refined communication skills to help you convey information as you intend and as the company intends. As an employee, you are the face of the brand, and how you deliver a message affects how the target audience views that brand."*

*Val Matta, Vice President of Business Development at CareerShift*

*"College graduates who have the ability to communicate with clarity and conciseness demonstrate skill and attitude with how they carry themselves—posture and other non-verbal skills and attention to detail with delivery of their message."*

*Brian Braudis, Executive Coach, President of The Braudis Group Consultants*

**But employers also report that it is hard to find graduates with these skills**—only 28 percent of employers believe college graduates are adequately prepared in oral communication skills, and just 27 percent believe graduates possess the written communication skills they need to succeed.

**Each year, thousands of graduates who majored in Communication bring these critical skills to the workplace.** Communication graduates demonstrate strong verbal, nonverbal, and written communication skills and have considerable expertise in speaking well in front of small and large audiences.

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# What Does a Graduate with a Communication Degree Know, Understand, and Have the Ability to Do?

## COMMUNICATION GRADUATES CAN:

- **CREATE ORAL AND WRITTEN MESSAGES APPROPRIATE TO THE AUDIENCE, PURPOSE, AND CONTEXT**  
Communication graduates are able to adapt to different audiences and adjust messages appropriately using a variety of communication channels.
- **CRITICALLY ANALYZE MESSAGES**  
Communication graduates are active listeners who effectively process and respond to all types of messages.
- **IDENTIFY AND OVERCOME IMPEDIMENTS TO SUCCESSFUL COMMUNICATION**  
Communication graduates are keen observers of their environments, able to identify barriers to effective information exchange and adjust their communication practices when necessary.
- **APPLY ETHICAL COMMUNICATION PRINCIPLES AND PRACTICES TO THEIR WORK**  
Communication graduates are prepared to communicate with ethical intention and to evaluate the ethical elements of any communication situation.
- **UTILIZE COMMUNICATION TO EMBRACE DIFFERENCE**  
Communication graduates recognize and respect diverse perspectives and are able to adapt their communication in diverse cultural contexts.
- **INFLUENCE PUBLIC DISCOURSE**  
Communication graduates are able to frame and evaluate local, national, and/or global issues using a communication perspective to productively respond to those issues.



## NCA AND THE LEARNING OUTCOMES IN COMMUNICATION PROJECT

The specific points articulated above in response to the question “What does a graduate with a Communication degree know, understand, and have the ability to do?” were identified through the Learning Outcomes in Communication (LOC) project, which was funded by a generous grant from Lumina Foundation to the National Communication Association. The National Communication Association (NCA) advances Communication as the discipline that studies all forms, modes, media, and consequences of communication through humanistic, social scientific, and aesthetic inquiry. NCA serves the scholars, teachers, and practitioners who are its members by enabling and supporting their professional interests in research and teaching. NCA promotes the widespread appreciation of the importance of communication in public and private life, the application of competent communication to improve the quality of human life and relationships, and the use of knowledge about communication to solve human problems. This project was implemented by a national group of Communication professors, with feedback from employers and other relevant stakeholders. For more information about the NCA LOC project, including a more detailed articulation of each of the bulleted points above, visit:

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